

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A display assembly for an electronic device comprising:

a backlight device;

a reflective display disposed above said backlight device and ~~having at least one opening therethrough~~ comprising a top surface and a bottom surface;

an embedded light guide which is embedded in ~~extending through said opening of said reflective display~~ between said top surface and said bottom surface and ~~extending beyond a reflective surface of said reflective display~~ wherein said embedded light guide is for conducting light from said backlight device to an area in front of said ~~reflective surface~~ top surface of said reflective display; and

a front light reflecting film disposed in front of said top surface ~~reflective surface of said reflective display~~ and ~~wherein said front light reflecting film is operable to reflect light emitted from said embedded light guide onto said reflective surface~~ and wherein further said front light reflecting film is transparent to allow viewing of said reflective display.

2. (Canceled)

3. (Original) The display assembly of Claim 1, wherein said backlight device is an electro-luminescent (EL) light device.
4. (Original) The display assembly of Claim 1, wherein said backlight device contains at least one light emitting diode (LED).
5. (Original) The display assembly of Claim 1, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.
6. (Currently Amended) The display assembly of Claim 1, further comprising a brightness enhancing film (BEF) disposed between said backlight device and [[a]] said bottom surface of said reflective display and for directing light toward said embedded light guide.
7. (Original) The display assembly of Claim 1, wherein said reflective display is an electronic ink display.
8. (Original) The display assembly of Claim 1, wherein said reflective display comprises an electronic paper display.
9. (Original) The display assembly of Claim 1, wherein said reflective display is a digital paper display utilizing micro-machining technology.
10. (Previously Presented) The display assembly of Claim 1, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

11. (Previously Presented) The display assembly of Claim 10, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

12. (Currently Amended) A display assembly for an electronic device comprising:

a backlight device;

a reflective display disposed above said backlight device and comprising a top surface, a bottom surface, and an embedded light guide which is embedded between said top surface and said bottom surface ~~extending through an opening extending beyond a reflective surface~~ of said reflective display, wherein said embedded light guide is for conducting light from said backlight device to an area in front of said top surface of said reflective display ~~reflective surface~~; and

a front light reflecting film, comprising at least one reflective microstructure, disposed in front of said ~~reflective surface~~ top surface of said reflective display ~~and wherein said at least one reflective microstructure is operable to reflect light emitted from said embedded light guide onto said reflective surface and wherein said front light reflecting film is transparent to allow viewing of said reflective display.~~

13. (Canceled)

14. (Original) The display assembly of Claim 12, wherein said backlight device is an electro-luminescent (EL) light device.

15. (Original) The display assembly of Claim 12, wherein said backlight device contains at least one light emitting diode (LED).
16. (Original) The display assembly of Claim 12, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.
17. (Previously Presented) The display assembly of Claim 12, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display and for directing light toward said embedded light guide.
18. (Original) The display assembly of Claim 12, wherein said reflective display is an electronic ink display.
19. (Original) The display assembly of Claim 12, wherein said reflective display comprises an electronic paper display.
20. (Original) The display assembly of Claim 12, wherein said reflective display is a digital paper display utilizing micro-machining technology.
21. (Previously Presented) The display assembly of Claim 12, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.
22. (Previously Presented) The display assembly Claim 12, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

23. (Currently Amended) A display assembly for an electronic device comprising:

a backlight device;

a reflective display disposed above said backlight device and ~~having a plurality of openings extending therethrough~~ comprising a top surface and a bottom surface;

a plurality of embedded light guides which are embedded between said top surface and said bottom surface ~~extending through said plurality of openings~~ of said reflective display and enclosing a display area within said reflective display, wherein said plurality of embedded light guides ~~extend beyond a reflective surface of said reflective display and~~ conduct light from said backlight device to an area in front of said top surface of said reflective display ~~reflective surface~~; and

a front light reflecting film disposed in front of said top ~~reflective surface of~~ said reflective display and ~~wherein said front light reflecting film is operable to reflect light emitted from said plurality of embedded light guides onto said reflective surface and wherein said front light reflecting film is transparent to allow viewing of said reflective display.~~

24. (Canceled)

25. (Original) The display assembly of Claim 23, wherein said backlight device is an electro-luminescent (EL) light device.

26. (Original) The display assembly of Claim 23, wherein said backlight device contains at least one light emitting diode (LED).

27. (Original) The display assembly of Claim 23, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.
28. (Previously Presented) The display assembly of Claim 23, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display for directing light toward said plurality of embedded light guides.
29. (Original) The display assembly of Claim 23, wherein said reflective display is an electronic ink display.
30. (Original) The display assembly of Claim 23, wherein said reflective display comprises an electronic paper display.
31. (Original) The display assembly of Claim 23, wherein said reflective display is a digital paper display utilizing micro-machining technology.
32. (Previously Presented) The display assembly of Claim 23, wherein said plurality of embedded light guides enclose a sub-pixel area of said reflective display.